

1. Record Nr.	UNINA9910163871303321
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Titolo	City branding : the ghostly politics of representation in globalising cities / / Alberto Vanolo
Pubbl/distr/stampa	New York, N.Y. : , : Routledge, , 2017
ISBN	1-317-33775-1 1-315-66066-0 1-317-33776-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (218 pages) : illustrations
Collana	Routledge Research in Planning and Urban Design
Disciplina	659.2/930776 659.2930776
Soggetti	City promotion Branding (Marketing) Urban economics Culture and globalization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introducing urban branding : a spectral metaphor -- 2. The evolution of the place branding debate -- 3. Neoliberalism, consumption and the institutional frameworks of city branding -- 4. City branding as a politics of representation : a play with the visible, the invisible and the ghostly in-between -- 5. The global, the creative and the smart city -- 6. Symbols, spectres and the emotional geographies of city branding -- 7. Assessment and evaluation of urban brands, or, Disciplining urban spectres -- 8. Concluding remarks : insurgent ghosts and the politics of city branding.
Sommario/riassunto	Since the 1990s, city branding has become a key factor in urban development policies. Cities all over the world take specific actions to manipulate the imagery and the perceptions of places, both in the eyes of the inhabitants and in those of potential tourists, investors, users and consumers. City Branding: The Ghostly Politics of Representation in Globalising Cities explores different sides of place branding policies. The construction and the manipulation of urban images triggers a complex politics of representation, modifying the visibility and the

invisibility of spaces, subjects, problems and discourses. In this sense, urban branding is not an innocent tool; this book aims to investigate and reflect on the ideas of urban life, the political unconscious, the affective geographies and the imaginaries of power constructed and reproduced through urban branding. This book situates city branding within different geographical contexts and 'ordinary' cities, demonstrated through a number of international case studies. In order to map and contextualise the variety of urban imaginaries involved, author Alberto Vanolo incorporates conceptual tools from cultural studies and the embrace of an explicitly post-colonial perspective. This critical analysis of current place branding strategy is an essential reference for the study of city marketing.

2. Record Nr. UNINA9910154513103321

**Titolo**

Neurotoxicity research

**Pubbl/distr/stampa**

[Amsterdam?], : Harwood Academic Publishers  
Mountain House, TN, : F.P. Graham Pub. Co  
New York, : Springer

**ISSN**

1476-3524

**Descrizione fisica**

1 online resource

**Soggetti**

Neurotoxicology  
Toxicology  
Neurotoxic agents  
Nervous system - Degeneration  
Nervous system - Regeneration  
Neurosciences  
Neurons - drug effects  
Apoptosis  
Cytoprotection  
Nerve Degeneration  
Nerve Regeneration  
Neurotoxins  
Neurotoxicología  
Toxicología  
Neurotoxines  
Regeneració del sistema nerviós  
Periodical

Revistes electròniques.

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	<p>Some issues also have theme titles.</p> <p>Imprint varies.</p> <p>"Neurodegeneration, neuroregeneration, neurotrophic action, neuroprotection."--&lt;2003-&gt;</p> <p>Refereed/Peer-reviewed</p>